

Real family life at home, shown honestly.

@thehalberthouse on Instagram · 113K followers · TikTok 8.5K

I share the real version of our home and family in the Midwest: six of us, a house we moved into this year, seasonal resets, cooking for a crowd, and the products that actually earn their place. My audience is mostly moms who care about home, family and the holidays, and they save and share what works.

Before this I spent seven years building Maple + Lark, a home organization brand that shipped 500K+ boxes. I'm also a professional brand photographer, so partners get polished natural-light photos and video they can reuse on their own channels, not just a post.



Chelsey Halbert
Creator, photographer, founder of Maple + Lark

113K	1.41M	508K	64%
Instagram followers	Views in the last 90 days	Unique viewers, last 90 days	Of views come from non-followers

Last 30 days

INSTAGRAM INSIGHTS, AS OF NOV 6, 2026

233K	83K	6.2K	3.7K	1,442	1,311
Views	Unique viewers	Interactions	Accounts engaged	Profile visits	Story link clicks

Who's watching

Mostly moms and home-focused women who follow for family life, the house, seasonal decorating and holiday prep. Rooted in the Midwest, with a feed that regularly reaches well beyond my own followers: 64% of views over the last 90 days came from people who don't follow me yet. Most active late morning through mid-afternoon.

Stories are a daily habit for this audience. In the last 30 days they made up 56% of all views, and they tap through: 1,311 link clicks in that window.

Where the views come from



Share of 1.41M views by content type, last 90 days. Carousel posts drive the deepest engagement: 76% of interactions in the last 30 days.

+108K	7.5K saves	2,100+
Extra views on Facebook in the last 90 days through crossposting, on top of Instagram	On one fall reset post, more than it got likes. People keep this content and come back to it	Posts over the life of the account. A steady feed, not a one-off viral moment

Content that travels

TOP POSTS, LAST 90 DAYS



FEATURED · FALL RESET CAROUSEL

"Before you decorate for fall, do this first."

A seasonal reset post built around our own front porch and entry. 88% of its views came from non-followers, and people kept it: more saves than likes.

208K Views	130K Unique viewers	20.1K Interactions
7.5K Saves	3.6K Shares	754 Comments

181K
"Things our moms did for birthdays in the 80s that would shock moms in 2026"

83.8K
"Before you decorate for Christmas, do this" (holiday reset carousel)

62.6K
The $8 basket for the grossest spot in my kitchen

What a partnership looks like

- Reels filmed in our actual house, with the kids and the cats, so the product shows up the way it would in a real family home.
- Carousel posts for seasonal resets and gift guides, the format my audience saves and shares most.
- Story sets with link stickers during the window people are actually buying.
- Natural-light product photography you can use on your site, socials and ads, shot by a photographer who ran a product brand for seven years.
- Holiday gift guide series running November through December 2026.

Rates

Instagram Reel (with usage on my channels)	$500
Carousel post	$400
Story set (3 to 5 frames with link sticker)	$250
Brand photography (10 edited images for your channels)	$500
Bundle (Reel + carousel + Story set + photos)	from $1,200

Rates cover content for my channels. Paid usage rights, whitelisting and exclusivity are quoted separately. Product is provided by the brand.



Four kids, two white Siberian cats, one new house. The content is the real thing, which is why it gets saved.

Let's make something for your brand.

Reply with your timeline and what you're hoping for, and I'll send a short proposal.

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